DISPATCH Columbus, Ohio September 21, 1962

## THE VIEW FROM HERE

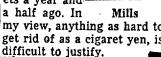
## Document on Smoking Teenagers And Lung Cancer a Bold Venture

By JOE R. MILLS, Radio-TV Editor

The kind of courage that the Columbia Broadcasting System's television people showed Wednesday evening in the opening "CBS Reports" on Ch. 10 is a rare thing. It also is the kind of thing that may one day set the broadcast medium up on its own spe-

cial pedestal.

human ailments and to my eye seemed to make a pretty fair case against smoking. I may be prejudiced. At our house we kicked cigarets a year and



ple in the tobacco world.

George V. Allen, president of the Tobacco Institute, Inc., was swift to contend that he ence Cook Little, scientific text" in "The Teenage search Center, and Dr. Harry

test shortly before the show, Medicine, maintained that it presented by "CBS Reports," was not clearly established Wednesday night.

In a telegram to CBS Pres- During the interview with ident Frank Stanton, Allen Allen, a portion of which apsaid:

It was a study of the relative report on smoking and Reasoner asked Allen about tionship of smoking for many health. Instead, it affords a charges that cigarette advervehicle for venting of extising is "slanted to start reme opinions and prejuyoung people smoking"—ices without any real effort with Reasoner noting that o explore the facts and de- Allen does not think it is. ermine the merits of these positions."

Richard S. Salant, presilent of CBS News, replied: 'We've checked into Mr. Alen's charges and we deny hem. The program speaks or itself."

Testimony was presented my view, anything as hard to by the Royal College of Phyget rid of as a cigaret yen, is sicians in Great Britain, the icians in Great Britain, the U.S. Public Health Service, While I felt the CBS-TV ef- and the American Cancer Sofort was fair and honest there cieiy concerning possible was a rapid dissent from peo-links between smoking and lung cancer.

IN REBUTTAL, Dr. Clarwas quoted "badly out of con-director of the Tobacco Re-S. N. Greene, chairman of the department of pathology at ALLEN LODGED his pro-the Yale University School of was telecast nationally that tobacco caused cancer in man.

peared briefly toward the

"We were told that the end of the hour-long pro-

Allen replied that advertising policies are determined by individual companies, not by the industrywide organization he represents, and added:

"The great majority of the advertising, I must say in all frankness, is on the part of companies which are trying to persuade people who are already smokers to change their brand from one company to another.'

The program discussed American cigarette advertising on television and its possible effects on inducing young people to take up smoking.

The program noted that British cigarette companies have agreed not to advertise on TV before 9 o'clock at night in a move to limit what could be appeals to teenagers to adopt the cigarette habit.